Results

R.J. REYNOLDS SHARE OF MARKET UPDATE

		BASE SOM	SOM 12/31	STATUS
DIVISION	44	33.96	37.85	+3.89
REGION	72	40.86	44.77	+3.91
REGION	75	29.75	33.35	+3.6
REGION	78	31.74	35.7	+3.96
DIVISION	45	42.95	47.68	+4.73
REGION	60	51.97	58.57	+6.6
REGION	68	46.59	48.96	+2.37
REGION	69	34.88	39.69	+4.81
REGION	76	33.53	37.69	+4.16
DIVISION	46	29.89	32.13	+2.24
REGION	15	34.66	33.67	-.99
REGION	64	23.67	26.93	+3.26
REGION	73	35.97	39.65	+3.68
REGION	77	23.7	28.29	+4.59
DIVISION	47	31.38	35.59	+4.21
REGION	1	32.07	37	+4.93
REGION	30	29.24	33.29	+4.05
REGION	70	33.61	36.39	+2.78
REGION	74	29.6	34.65	+5.05

- Refurbishing program update - Mid February.
* Regional managers contacts being drawn
- a lot of 30k product in warehouse
- make sure stuff is distributed proportionally displayed
- moving 20% off late March-April.

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Source: https://www.industrydocuments.ucsf.edu/docs/fkky0000